BUREAU OF STATISTICS

2006/'07

Figures released by the Yukon Liquor Corporation for the fiscal year April 1, 2006 to March 31, 2007 show that 4,474,300 litres of liquor were sold in the Yukon. This volume of liquor was made up of 3,712,900 litres of beer and cider, 504,800 litres of wine and 256,600 litres of spirits.

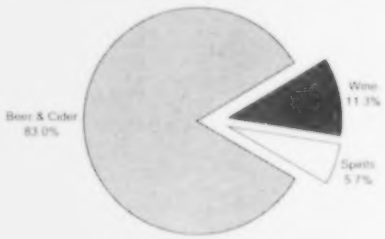
1

Volume of Liquor Sold, in Litres

The 2006/'07 figure of 4,474,300 litres of liquor sold represents a **0.5% increase** from the 2005/'06 level of 4,452,200 litres sold.

Over the same period, spirit sales increased 7.1%, and beer and cider sales decreased 0.3%. Wine purchases were up by 3.5%.

Beer and cider accounted for 83.0% of total liquor purchases in 2006/'07. Wine was a distant second at 11.3% and spirits were third at 5.7%.



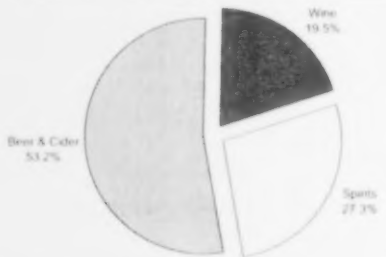
2

Value of Liquor Sold, in Dollars

The 2006/'07 sales figure of $30,256,100 of liquor sold represents a **4.0% increase** from the 2005/'06 level of $29,082,500.

Over the same period, revenue from spirits ($8,259,700) increased 7.8%, wine ($5,913,400) increased 7.1%, and beer ($16,083,000) increased 1.1%.

Beer and cider accounted for 53.2% of total value of liquor sales in 2006/'07. Spirits were second, at 27.3%, and wine last with 19.5% of total sales value.

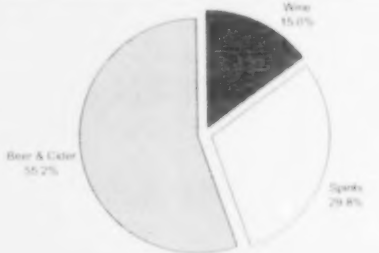


3

Total Volume of Liquor Sold, by Alcohol Content

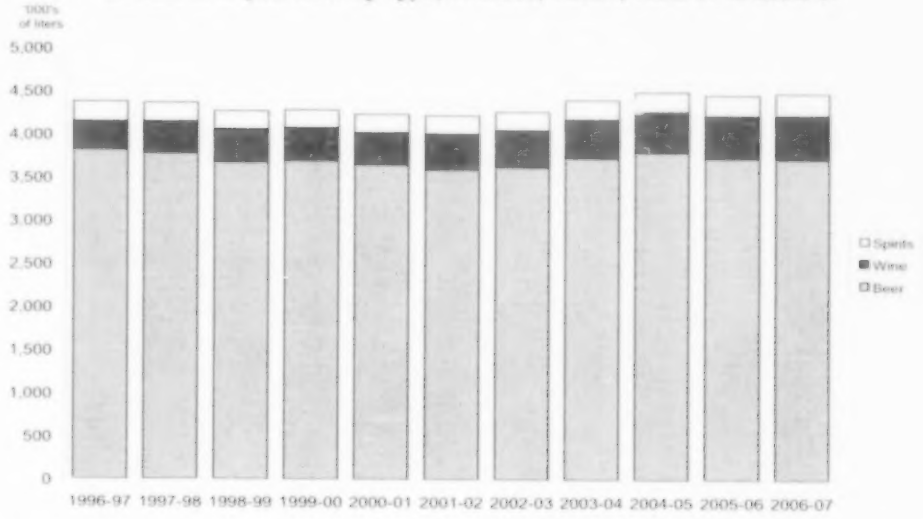
Different types of liquor contain different amounts of absolute alcohol. On average, beer and cider contain 5% alcohol by volume, spirits 39%, and wine 10%.

For 2006/'07, the largest share (55.2%) of total absolute alcohol was purchased in the form of beer and cider. Spirits were second with 29.8%, and wine accounted for the remaining 15.0%.



4 Volume of Liquor Sold by Type

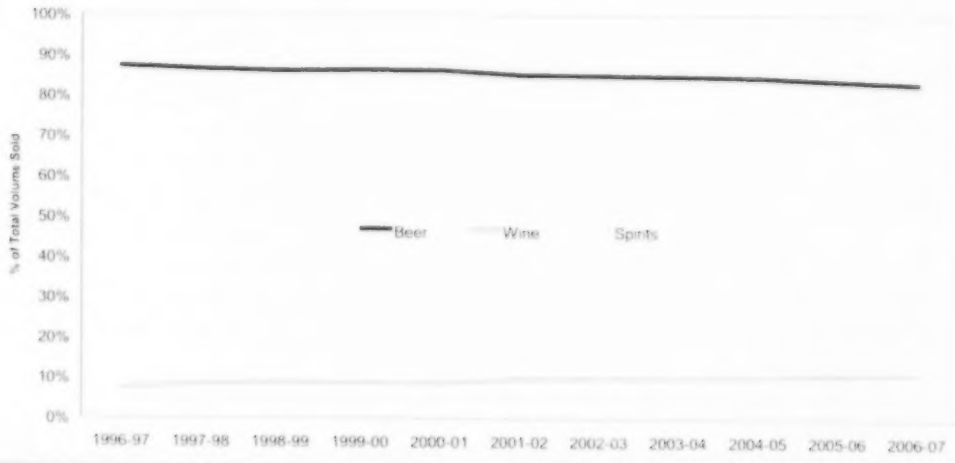
Volume of Liquor Sold by Type, in Litres, Yukon, 1996/'97 to 2006/'07



The 2006/'07 figure of 4,474,300 litres of total liquor sold represents a 0.5% increase from the 2005/'06 level of 4,452,200 litres sold. The 2005/'06 figure was 0.9% lower than the previous year, 2004/'05, in which 4,490,500 litres of liquor were sold. The 2006/'07 volume figure of 4,474,300 litres sold was the second highest volume figure over the last eleven years, while the lowest was recorded in 2001/'02, when 4,216,400 litres of liquor were sold.

The chart below shows the change in the volume of liquor sold by type of liquor. Beer and cider sales have followed a steady downward trend in terms of the proportion of overall volume of alcohol sold. In 1996/'97, beer and cider sales accounted for 87.2% of the volume of alcohol sold, while in 2006/'07, they accounted for 83.0%. Wine, on the other hand, has increased from 7.5% of the total volume sold in 1996/'97, to 11.3% in 2006/'07. The proportion of spirits sold has remained relatively constant over this period, accounting for 5.3% in 1996/'97 compared to 5.7% in 2006/'07.

Volume of Liquor Sold by Type, Yukon, 1996/'97 to 2006/'07



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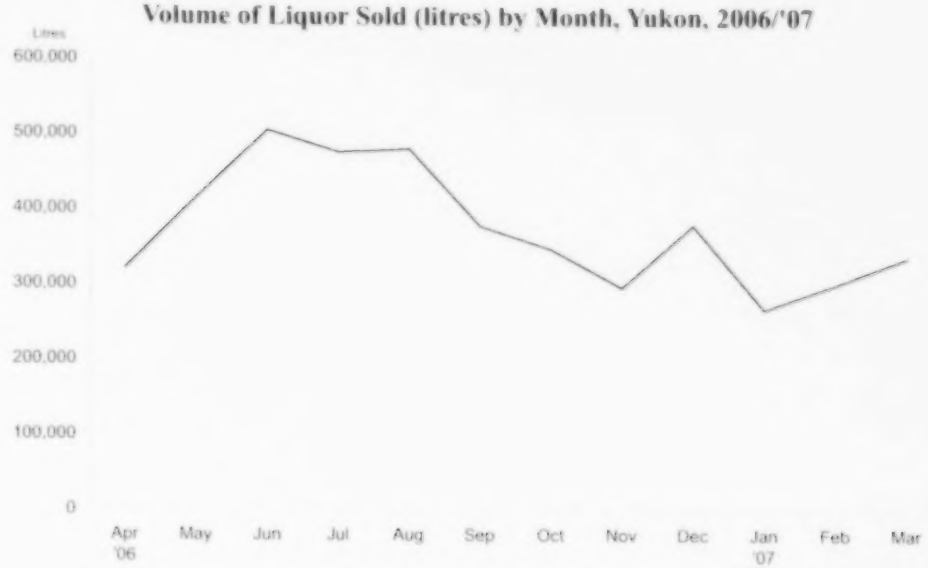
5 Volume of Liquor Sold by Month

Volume of Liquor Sold (litres) by Month, Yukon, 2006/'07



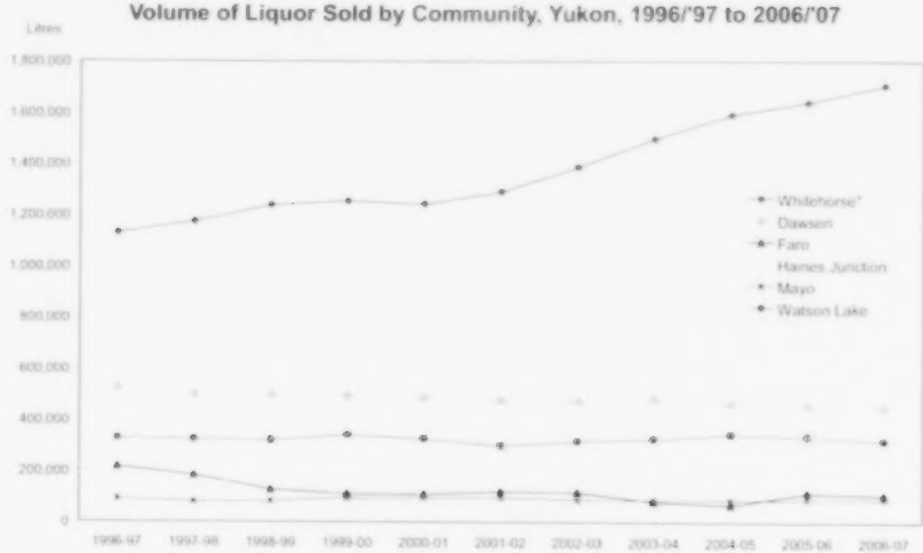
Liquor sales in the Yukon follow a distinct seasonal cycle, peaking in the summer months. In 2006/'07, there were 503,000 litres of liquor sold in June 2006, which accounted for 11.2% of the yearly total. In January 2007, there were 264,700 litres of liquor sold, which accounted for only 5.9% of the yearly total. The large number of travellers visting the Yukon and the influx of seasonal workers may be responsible for a portion of the increased sales during the summer months. *This should be taken into account when comparing per capita liquor sales in the Yukon with other jurisdictions.* The table below shows monthly sales figures from 1999/'00 to 2006/'07:

Volume of Liquor Sold by Month, in Litres, Yukon, 1999/'00 to 2006/'07

	1999/'00	2000/'01	2001/'02	2002/'03	2003/'04	2004/'05	2005/'06	2006/'07
April	272,829	350,087	335,241	317,171	331,212	307,798	382,061	318,605
May	348,493	351,116	339,674	352,816	354,059	369,300	395,914	412,697
June	402,963	450,910	421,317	416,477	417,861	452,039	556,772	502,973
July	469,178	456,067	456,427	455,828	474,484	480,493	446,789	473,877
August	529,277	506,528	507,483	496,104	532,901	556,048	439,960	477,956
September	343,515	401,767	398,418	415,670	415,927	431,355	373,187	375,586
October	369,766	284,513	291,093	304,345	311,642	322,301	332,297	344,816
November	346,541	326,439	338,281	342,448	352,428	356,043	299,382	293,574
December	385,231	355,435	375,579	389,014	385,308	391,811	381,646	376,698
January	218,830	234,042	238,811	232,213	236,443	234,776	243,436	264,679
February	271,175	279,803	266,171	272,907	293,699	280,075	280,738	298,522
March	323,323	233,748	247,905	265,622	289,808	308,420	320,054	334,305
Total (r)	**4,281,121**	**4,230,455**	**4,216,400**	**4,260,615**	**4,395,772**	**4,490,459**	**4,452,236**	**4,474,288**

6 Volume of Liquor Sold by Community

Volume of Liquor Sold by Community, Yukon, 1996/'97 to 2006/'07



From 2005/'06 to 2006/'07 the volume (in litres) of liquor sold in the communities changed as follows:

- In Dawson, the volume decreased by 1.2%, from 455,100 in 2005/'06 to 449,500 in 2006/'07.
- In Faro, the volume decreased by 7.4%, from 114,300 in 2005/'06 to 105,800 in 2006/'07.
- In Haines Junction, the volume increased by 2.9%, from 175,200 in 2005/'06 to 180,200 in 2006/'07.
- In Mayo, the volume increased by 2.2%, from 90,600 in 2005/'06 to 92,600 in 2006/'07.
- In Watson Lake, the volume decreased by 4.7%, from 332,800 in 2005/'06 to 317,300 in 2006/'07.
- In Whitehorse*, the volume increased by 4.1%, from 1,639,400 in 2005/'06 to 1,706,100 in 2006/'07.
- At the warehouse in Whitehorse, the volume decreased by 1.3%, from 1,644,900 in 2005/'06 to 1,622,700 in 2006/'07.

**Does not include YLC Warehouse sales*

Notes: **Liquor Purchases** are based on sales data provided by Yukon Liquor Corporation. The Yukon Liquor Corporation (YLC) is a Yukon Territory Crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of all alcoholic beverages in the Territory. The Corporation's fiscal year is from April 1st to March 31st. Sales figures do not include commercial/home wine- and beer-making. **Absolute Alcohol** volumes are derived from the relative alcohol content of the spirits, beer, and wine sold. The percentages used for alcohol by volume are: spirits, 39%; wine, 10%; and beer, 5%.

Yukon
Executive Council Office
Bureau of Statistics

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